

THE GENDER  
FRONTIERS  
SPEAKERS' SERIES

"I KEEP MY HANDS CLEAN!  
WHY CAN'T HE?"

IN 30 TO 50 SECONDS - LAVA SOAP  
SENDS GRIMMIEST DIRT DOWN THE DRAIN!

YET - LAVA'S  
AMAZINGLY GENTLE!

Watch how ordinary wash-ups *miss* the deep, greasy grime. But LAVA *rouses* it - in 30 to 50 seconds! LAVA goes deep - *last* - gets hands really clean. Leaves towels far cleaner.

*Soothing, Smoothing to Skin!*

Girls count on LAVA for pretty, clean hands - after war-work. LAVA's lather is smooth as cream - *gentle enough* even for little tots' grimy hands. Won't chafe. Leaves skin *feeling fine*.

*Helps Family Look Cleaner!*

Get LAVA now - for Dad - Mom - the Kids. Cleans quicker, saves towels, saves you money on thorough wash-ups! You'll love it! At your regular store. (Procter & Gamble)

DOUBLE ACTION!

- 1 SAME SUPER-FINE CLEANER DENTISTS USE TO CLEAN PRECIOUS TOOTH ENAMEL...
- 2 PLUS... SAME SOOTHING INGREDIENT AS IN COSTLY FACE CREAMS!



NOTHING CLEANS BETTER THAN  
**LAVA**

DEEP DIRT AND GREASE in skin crease, around fingernails and knuckles... off it comes! LAVA cleans so thoroughly it removes many germs... helps nicks and cuts to heal!

DOUBLE-ACTION CLEANSING... super-speed, yet amazingly gentle! Gets hands really clean... comfortable... actually smoother! Works in hot or cold water... hard or soft.

THE GOOD GRAY BAR WITH THE CREAMY, SNOW-WHITE LATHER!

"I keep my hands clean! Why can't *he*?"

The Gendering of Hand Hygiene, 1920-present

Dr. Emma Whelan  
Dalhousie University  
Halifax, Nova Scotia

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